ORIGIN RECORD

Coinage of Three Phrases for Writers

“Entertain yourself.”

“Buy your own book.”

“You can have your writing and read it.”

Originator: W. Phillip (Wamala Phillip)

Fiction & Non-Fiction Author

Author of Twenty Trillion

Instagram: @wphillipwld

Date of Coinage: June 2026

Context of First Use: LinkedIn post, 3 June 2026

1. The Phrases

The following three phrases were coined by W. Phillip (Wamala Phillip) in June 2026. They are intended for use across all forms of writing — fiction, non-fiction, essays, journalism, academic writing, reports, and any written work intended to be read. They function as craft principles and quality standards for writers of any kind.

Phrase 1	***Entertain yourself.***
Phrase 2	***Buy your own book.***
Phrase 3	***You can have your writing and read it.***

2. The Originator

Full Name	W. Phillip (Wamala Phillip)
Writing Identity	W. Phillip — Books & Fiction
Designation	Fiction & Non-Fiction Author
Known Works	Twenty Trillion (Fiction) Security Guard (Corporate Thriller, New York) Architect (Architecture Thriller, Kampala) Property Broker (Property Thriller, Kampala) Understanding the Small Business Owner (Non-Fiction) Hostage to Civilization (Non-Fiction)
Social Media	Instagram: @wphillipwld LinkedIn: linkedin.com/in/w-phillip-aa5947400
Date of Coinage	June 2026

3. Context of First Use

The three phrases were first used publicly by W. Phillip in a LinkedIn post published on 3 June 2026. The post stated the phrases explicitly, attributed them to W. Phillip, and explained their

meaning and application across all forms of writing. The post was public, timestamped by LinkedIn, and indexed by search engines on the date of publication.

FIRST USE DETAILS

Platform	LinkedIn
Post Date	3 June 2026
Post URL	https://www.linkedin.com/posts/w-phillip-aa5947400_three-phrases-for-writers-entertain-yourself-share-7468017793691738112-7W7T/
Visibility	Public — visible to all LinkedIn users and indexed by search engines
Attribution	Post carries the text 'Coined by W. Phillip, 2026' on the graphic image
Post Author	W. Phillip — account: linkedin.com/in/w-phillip-aa5947400

The post text as published:

> *Three phrases for writers. "Entertain yourself." "Buy your own book." "You can have your writing and read it." These apply to every writer - fiction, non-fiction, essays, journalism, reports. Any written work meant to be read. Entertain yourself: If your writing does not hold your own attention, it will not hold a stranger's. The first person your writing must entertain is you. Buy your own book: Would you spend money on what you have written — as a reader, not as the author? An author who would not buy their own book has not finished the work. You can have your writing and read it: You have done the writing. You can read it too as a reader! Unlike the cake you cannot keep and eat, writing is the one thing you can both produce and fully consume. Be the author and the reader simultaneously. W. Phillip — Fiction & Non-Fiction Author*

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4. Meaning and Application of Each Phrase

4.1 “Entertain yourself.”

A two-word imperative addressed to any writer before they consider their audience. It establishes a quality standard: writing that does not hold the writer's own attention will not hold a stranger's. The phrase applies universally — a fiction writer whose story bores them has written a boring story; a non-fiction writer whose argument does not engage them has written an unengaging argument; a journalist whose piece does not interest them has written an uninteresting piece.

The phrase is a standard, not a permission. It does not say 'write only to please yourself' or 'ignore the reader.' It says: the first test your writing must pass is yours. Pass that test before presenting the work to anyone else.

4.2 “Buy your own book.”

This phrase makes the act of purchase — a voluntary commercial transaction — the test of whether a piece of writing is complete. Would the author, operating purely as a reader and not as the creator, spend money on what they have written? If the honest answer is no, the work is not finished.

The purchase act is the most honest signal a reader can give. It is not susceptible to the self-deception that afflicts a writer reading their own work as an author. 'Would I buy this?' strips away creative investment and pride of authorship. It forces the writer into the reader's position — the position of a stranger encountering the work for the first time, deciding whether it is worth their money.

This phrase applies across all forms of writing. A non-fiction author asks: would I pay to learn what this book teaches? A journalist asks: would I pay to read this piece? A corporate writer asks: would I spend money on a report written this way? The standard is universal precisely because the purchase act is universal.

4.3 “You can have your writing and read it.”

This phrase is a deliberate inversion of the English proverb 'You can't have your cake and eat it' — which means you cannot enjoy something and also retain it intact. The inversion states that with writing, the paradox does not apply. A writer can be both the producer of the work and the full consumer of it. The act of reading your own work does not diminish it, does not consume it, does not prevent others from reading it.

The phrase establishes that the author-reader split — the assumption that a writer and a reader are necessarily different people — is false in the case of one's own writing. The writer can and should occupy both roles simultaneously: producing with the discipline of a writer and consuming with the honest engagement of a reader. This dual occupation is not a conflict but a responsibility.

The phrase applies to all writing. A non-fiction author can write the book and read it as the audience it is intended for. A journalist can report the story and read it as the reader would. The inversion of the proverb is the point: where other creative acts (cooking the cake, spending the money) are consumed in their execution, writing is not. You can have your writing and read it.

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5. Prior Art Research — No Prior Use Identified

A search was conducted in June 2026 for each of the three phrases as deliberate writing principles, craft standards, or authorial maxims. The following findings were made:

5.1 “Entertain yourself.” — Prior Art

The closest identified predecessor is a 1966 writing manual by Patricia Highsmith (Plotting and Writing Suspense Fiction) in which she advised: 'The first person you should think of pleasing, in writing a book, is yourself.' A 2021 blog post referencing this advice used the headline 'Amuse Yourself.' Neither Highsmith nor any subsequent writer has compressed this principle into the two-word standalone imperative 'Entertain yourself' as a writing standard. The exact phrase has not been coined or attributed in this form.

5.2 “Buy your own book.” — Prior Art

A search for 'buy your own book' as a writing principle returned one relevant result: a Medium article (Milton & Hugo, February 2024) discussing the commercial and strategic reasons for authors purchasing copies of their own published books — boosting sales figures, building authorial confidence, and investment in one's own work. This usage is entirely commercial in nature and refers to the act of purchasing inventory. It does not use the phrase as a quality standard or reader-experience test. No prior use of 'buy your own book' as a craft principle — meaning: would you spend money on your writing as a reader? — was identified.

A search for the phrase in connection with Dolly Parton returned Google AI summaries suggesting her philosophy amounts to artists owning their publishing and masters. Her actual documented statements relate to music copyright ownership and retaining publishing rights — an intellectual property position, not a writing quality standard. She has not used the phrase 'buy your own book' in any documented statement.

5.3 “You can have your writing and read it.” — Prior Art

No prior use of this phrase — as a writing principle, proverb inversion, or authorial maxim — was identified in any source. The proverb 'you can't have your cake and eat it' is frequently discussed in writing contexts, including essays on authorship and readership. No writer, critic, or writing instructor has previously applied the inversion of this proverb to the act of writing and reading one's own work. The exact formulation is original to W. Phillip.

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6. Relation to the Existing Tradition

The three phrases coined by W. Phillip exist in relation to a broader tradition of writing advice that encourages authors to write for themselves before writing for others. The key

predecessors in this tradition include:

Writer	Statement	How W. Phillip's Phrases Differ
Patricia Highsmith (1966)	'The first person you should think of pleasing, in writing a book, is yourself.'	Highsmith states a disposition. 'Entertain yourself' states a measurable standard and test.
Toni Morrison (Various)	'Write the book you want to read.'	Morrison addresses what to write. W. Phillip's phrases address whether what is written is complete.
Joyce Carol Oates (Various)	Writers must be their own 'first reader' to catch cliches and redundancies.	Oates applies this to editing only. W. Phillip's phrases apply it as a standard for the entire work.
Ben Metcalf (Various)	'You are your own first reader — if a sentence doesn't please you, it won't please a stranger.'	Metcalf works at sentence level. W. Phillip extends to the whole work and the purchase test.
Folk wisdom tradition (Ongoing)	'Your first reader is you' 'Write for yourself'	General encouragement only. W. Phillip's phrases are specific, compressed, and testable.

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7. Universal Application Across Writing Forms

Unlike the predecessors listed in Section 6, which were articulated primarily in the context of fiction or literary writing, the three phrases coined by W. Phillip are explicitly intended to apply across all forms of writing. This universality is stated in the first use (LinkedIn post, 3 June 2026): 'These apply to every writer — fiction, non-fiction, essays, journalism, reports. Any written work meant to be read.'

This universal application is a deliberate and distinguishing feature of the coinage. A corporate report writer, a journalist, a student essayist, an academic researcher, and a novelist are all addressed equally by these phrases. The quality standard — would this writing entertain me? would I buy it? can I read it honestly as a reader? — applies wherever writing is produced for reading.

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8. Declaration

I, W. Phillip (Wamala Phillip), declare that to the best of my knowledge, the phrases:

- **"Entertain yourself." — as a writing quality standard**
- **"Buy your own book." — as a writing quality standard**
- **"You can have your writing and read it." — as a writing principle and proverb inversion**

— as applied to writing as craft principles and quality standards applicable across all forms of writing — were coined by me in June 2026 and first used publicly in a LinkedIn post on 3 June 2026. I submit this document to the Internet Archive and Zenodo as a formal record of that origination and as a contribution to the public record of writing craft language.

W. Phillip (Wamala Phillip)	**June 2026**
Author / Originator	Date

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